



Fire Department

October 6, 2014

**Mark Rohlfing**  
Chief

**Gerard Washington**  
Assistant Chief  
**Daniel Lipski**  
Assistant Chief  
**Daniel Berendt**  
Assistant Chief

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## **MEDIA ALERT**

### **MILWAUKEE FIRES UP A NEW PARTNERSHIP TO PROMOTE SMOKE FREE HOUSING**

- WHAT:** The Milwaukee Fire Department and the City of Milwaukee Tobacco-Free Alliance host a press conference to highlight collaboration, advocate for smoke-free housing.
- WHO:** Chief Mark Rohlfing  
Kathy Staats- Community Advocates Public Policy Institute
- WHEN:** Tuesday October 7, 2014  
10:00 am
- WHERE:** Milwaukee Fire Department Headquarters  
711 West Wells Street  
Milwaukee, WI 53233
- DETAIL:** Many Milwaukee firefighters have seen firsthand the damage and destruction that home-related fires cause to people and buildings. Sadly, approximately one out of four home-related fires in Milwaukee is smoking-related. According to fire prevention experts and health advocates, enacting a simple, no-cost housing policy could help Milwaukee property owners avoid future incidents: prohibiting smoking in their multi-unit housing rental properties.

The City of Milwaukee Tobacco-Free Alliance promotes the Clear Gains Initiative, a state-wide campaign to promote smoke-free multi-unit housing policies and assist property managers and owners in making the change. Kathy Staats is the coordinator of this Alliance and has educated hundreds of property managers and owners about the benefit of including smoke-free language in their rental property lease.

Staats says, "Property managers that do not allow smoking in their buildings experience notable cost savings when turning over units that have not been smoked in. More importantly, the residents living in these units are protected by a policy that eliminates health risks related to indoor secondhand smoke and reduces the risk of a fire damaging their home."

The Milwaukee Fire Department and the City of Milwaukee Tobacco-Free Alliance, housed out of the Community Advocates Public Policy Institute, have teamed up for National Fire Safety Week to share the impact that a smoke-free housing policy can provide.

Deputy Chief Aaron Lipski shares, "An integral and equally critical component of enhancing safety in our neighborhoods is our continuous fire prevention education. This partnership offers an incredible opportunity for us to both actively reduce the large proportion of dwelling fires that result from smoking and smoking-related materials and to positively impact the general health of the community at large. "

A press conference will be held on October 7, 2014 to highlight the experiences of property managers who have passed smoke-free language in their leases and residents who feel safer and more at home because of smoke-free policies. Important information will also be shared by advocates from the City of Milwaukee Tobacco-Free Alliance and The Milwaukee Fire Department about how this voluntary policy is easy to implement and proves to be nothing short of a life-saving measure.

For Information, Contact:

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